



125 West 55th St
New York, NY 10019

Contract # 26791917	Changes as of: 2/6/2020 at 8:54 AM	Version: Highlighting Revision 2
CPE: MBLM/MBLM/0121	Flight: 12/30/19 - 3/29/20	Station: GHP
Agency: ASSEMBLY	Advertiser: Mike Bloomberg 2020, Inc	Market: Harrisburg-Lebanon
711 Third Avenue	Product: MIKE BLOOMBERG 2020 INC	Office: WASHINGTON
3rd Floor	Agency Order #: 90036	Service: Nielsen
NEW YORK, NY 10017	Buyer: MAUREEN SHREEMAN	Primary Demo: Adults 35+
	Salesperson: BRADLEY PHILIPPS 202-955-5342	Assistant: BRADLEY PHILIPPS2 202-955-5342
	Separation:	

Con Type: POLITICAL/VOTE
Total \$: \$22,750.00
Total Spots: 24
Total CPP: \$444.34
Total GRP: 51.2
Traffic #: 4223467

Comments: revised office

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impression	HH Rating	HH Impression	Len	12/30 - 2/24								
										12/30	1/6	1/13	1/20	1/27	2/3	2/10	2/17	2/24
1	M-F 7p-7:30p		Big Bang Theory	\$800.00	2.6	27,700	3.3	23,060	30	0	0	0	0	0	2	0	0	0
Changes: Len from 30 to 30																		
2	M-F 7:30p-8p		Big Bang Theory	\$800.00	3.0	33,860	4.0	28,070	30	0	0	0	0	0	3	0	0	0
Changes: Len from 30 to 30																		
3	M-F 10p-10:35p		10P News on WLYH	\$300.00	1.5	7,540	0.9	6,210	30	0	0	0	0	0	1	0	0	0
Changes: Len from 30 to 30																		
4	M-F 10p-10:35p		10P News on WLYH	\$150.00	1.5	7,540	0.9	6,210	15	0	0	0	0	0	2	0	0	0
BOOKENDS Changes: Len from 15 to 15																		
5	Sa 10:35p-11:05p		Nashville Insider	\$250.00	0.8	4,140	0.6	4,020	30	0	0	0	0	1	0	0	0	0
Changes: Len from 30 to 30																		
6	M-F 7p-7:30p		Big Bang Theory	\$1,600.00	2.6	20,990	2.6	16,850	60	0	0	0	0	0	1	0	0	0
Changes: A35P Rating from 2.6 to 2.6, A35P Impression from 27700 to 20990, HH Rating from 3.3 to 2.6, HH Impression from 23060 to 16850																		
7	M-F 7:30p-8p		Big Bang Theory	\$1,600.00	3.0	19,650	2.5	15,900	60	0	0	0	0	0	1	0	0	0
Changes: A35P Rating from 3 to 3, A35P Impression from 33860 to 19650, HH Rating from 4 to 2.5, HH Impression from 28070 to 15900																		
8	M-F 10p-10:35p		10P News on WLYH	\$600.00	1.5	8,090	1.0	6,310	60	0	0	0	0	0	1	0	0	0
Changes: A35P Rating from 1.5 to 1.5, A35P Impression from 7540 to 8090, HH Rating from 0.9 to 1, HH Impression from 6210 to 6310																		
9	M-F 10p-10:35p		10P News on WLYH	\$600.00	1.5	8,090	1.0	6,310	60	0	0	0	0	0	1	0	0	0
Changes: A35P Rating from 1.5 to 1.5, A35P Impression from 7540 to 8090, HH Rating from 0.9 to 1, HH Impression from 6210 to 6310																		
REV- 10	M-F 7p-7:30p		Big Bang Theory	\$1,600.00	2.6	27,700	3.3	23,060	60	0	0	0	0	0	0	0	0	0
REV- 11	M-F 7:30p-8p		Big Bang Theory	\$1,600.00	3.0	33,860	4.0	28,070	60	0	0	0	0	0	0	0	0	0
REV+ 12	M 8p-9p		All American-CW	\$1,600.00	1.0	5,520	0.8	5,640	60	0	0	0	0	0	0	1	0	0
REV+ 13	Sa 10:35p-11:05p		Nashville Insider	\$500.00	0.8	4,140	0.6	4,020	60	0	0	0	0	0	1	0	0	0
REV+ 14	M-W 7p-7:30p		Big Bang Theory	\$1,600.00	2.6	27,700	3.3	23,060	60	0	0	0	0	0	0	3	0	0





125 West 55th St
New York, NY 10019

Contract # 26791917	Changes as of: 2/6/2020 at 8:54 AM	Version: Highlighting Revision 2	
CPE: MBLM/MBLM/0121	Flight: 12/30/19 - 3/29/20	Station: GHP	Con Type: POLITICAL/VOTE
Agency: ASSEMBLY	Advertiser: Mike Bloomberg 2020, Inc	Market: Harrisburg-Lebanon	Total \$: \$22,750.00
711 Third Avenue	Product: MIKE BLOOMBERG 2020 INC	Office: WASHINGTON	Total Spots: 24
3rd Floor	Agency Order #: 90036	Service: Nielsen	Total CPP: \$444.34
NEW YORK, NY 10017	Buyer: MAUREEN SHREEMAN	Primary Demo: Adults 35+	Total GRP: 51.2
	Salesperson: BRADLEY PHILIPPS 202-955-5342	Assistant: BRADLEY PHILIPPS2 202-955-5342	Traffic #: 4223467
	Separation:		

Comments: revised office

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impression	HH Rating	HH Impression	Len	3/2 - 3/23				Total Spots	Total \$	CPP*	GRP*
										3/2	3/9	3/16	3/23				
1	M-F 7p-7:30p		Big Bang Theory	\$800.00	2.6	27,700	3.3	23,060	30	0	0	0	0	2	\$1,600.00	\$307.69	5.2
2	M-F 7:30p-8p		Big Bang Theory	\$800.00	3.0	33,860	4.0	28,070	30	0	0	0	0	3	\$2,400.00	\$266.67	9.0
3	M-F 10p-10:35p		10P News on WLYH	\$300.00	1.5	7,540	0.9	6,210	30	0	0	0	0	1	\$300.00	\$200.00	1.5
4	M-F 10p-10:35p		10P News on WLYH	\$150.00	1.5	7,540	0.9	6,210	15	0	0	0	0	2	\$300.00	\$100.00	3.0
5	Sa 10:35p-11:05p		Nashville Insider	\$250.00	0.8	4,140	0.6	4,020	30	0	0	0	0	1	\$250.00	\$312.50	0.8
6	M-F 7p-7:30p		Big Bang Theory	\$1,600.00	2.6	20,990	2.6	16,850	60	0	0	0	0	1	\$1,600.00	\$615.38	2.6
7	M-F 7:30p-8p		Big Bang Theory	\$1,600.00	3.0	19,650	2.5	15,900	60	0	0	0	0	1	\$1,600.00	\$533.33	3.0
8	M-F 10p-10:35p		10P News on WLYH	\$600.00	1.5	8,090	1.0	6,310	60	0	0	0	0	1	\$600.00	\$400.00	1.5
9	M-F 10p-10:35p		10P News on WLYH	\$600.00	1.5	8,090	1.0	6,310	60	0	0	0	0	1	\$600.00	\$400.00	1.5
REV- 10	M-F 7p-7:30p		Big Bang Theory	\$1,600.00	2.6	27,700	3.3	23,060	60	0	0	0	0	0	\$0.00	\$615.38	0.0
REV- 11	M-F 7:30p-8p		Big Bang Theory	\$1,600.00	3.0	33,860	4.0	28,070	60	0	0	0	0	0	\$0.00	\$533.33	0.0
REV+ 12	M 8p-9p		All American-CW	\$1,600.00	1.0	5,520	0.8	5,640	60	0	0	0	0	1	\$1,600.00	\$1,600.00	1.0
REV+ 13	Sa 10:35p-11:05p		Nashville Insider	\$500.00	0.8	4,140	0.6	4,020	60	0	0	0	0	1	\$500.00	\$625.00	0.8
REV+ 14	M-W 7p-7:30p		Big Bang Theory	\$1,600.00	2.6	27,700	3.3	23,060	60	0	0	0	0	3	\$4,800.00	\$615.38	7.8



125 West 55th St
New York, NY 10019

Contract # 26791917	Changes as of: 2/6/2020 at 8:54 AM	Version: Highlighting Revision 2	
CPE: MBLM/MBLM/0121	Flight: 12/30/19 - 3/29/20	Station: GHP	Con Type: POLITICAL/VOTE
Agency: ASSEMBLY	Advertiser: Mike Bloomberg 2020, Inc	Market: Harrisburg-Lebanon	Total \$: \$22,750.00
711 Third Avenue	Product: MIKE BLOOMBERG 2020 INC	Office: WASHINGTON	Total Spots: 24
3rd Floor	Agency Order #: 90036	Service: Nielsen	Total CPP: \$444.34
NEW YORK, NY 10017	Buyer: MAUREEN SHREEMAN	Primary Demo: Adults 35+	Total GRP: 51.2
	Salesperson: BRADLEY PHILIPPS 202-955-5342	Assistant: BRADLEY PHILIPPS2 202-955-5342	Traffic #: 4223467
Separation:			

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impression	HH Rating	HH Impression	Len	12/30 - 2/24									
										12/30	1/6	1/13	1/20	1/27	2/3	2/10	2/17		
REV+ 15	M-W 7:30p-8p		Big Bang Theory	\$1,600.00	3.0	33,860	4.0	28,070	60	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
REV+ 16	M-W 10p-10:35p		10P News on WLYH	\$600.00	1.5	8,090	1.0	6,310	60	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>		
TOTALS:										0	0	0	0	1	13	10	0	0	



125 West 55th St
New York, NY 10019

Contract # 26791917		Changes as of: 2/6/2020 at 8:54 AM		Version: Highlighting Revision 2	
CPE: MBLM/MBLM/0121		Flight: 12/30/19 - 3/29/20		Station: GHP	
Agency: ASSEMBLY		Advertiser: Mike Bloomberg 2020, Inc		Market: Harrisburg-Lebanon	
711 Third Avenue		Product: MIKE BLOOMBERG 2020 INC		Office: WASHINGTON	
3rd Floor		Agency Order #: 90036		Service: Nielsen	
NEW YORK, NY 10017		Buyer: MAUREEN SHREEMAN		Primary Demo: Adults 35+	
		Salesperson: BRADLEY PHILIPPS 202-955-5342		Assistant: BRADLEY PHILIPPS2 202-955-5342	
		Separation:			
				Con Type: POLITICAL/VOTE	
				Total \$: \$22,750.00	
				Total Spots: 24	
				Total CPP: \$444.34	
				Total GRP: 51.2	
				Traffic #: 4223467	

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impression	HH Rating	HH Impression	Len	3/2 - 3/23				Total Spots	Total \$	CPP*	GRP*	
										3/2	3/9	3/16	3/23					
REV+ 15	M-W 7:30p-8p		Big Bang Theory	\$1,600.00	3.0	33,860	4.0	28,070	60	0	0	0	0	3	\$4,800.00	\$533.33	9.0	
REV+ 16	M-W 10p-10:35p		10P News on WLYH	\$600.00	1.5	8,090	1.0	6,310	60	0	0	0	0		3	\$1,800.00	\$400.00	4.5
TOTALS:											0	0	0	0	24	\$22,750.00	\$444.34	51.2



125 West 55th St
New York, NY 10019

Contract # 26791917	Changes as of: 2/6/2020 at 8:54 AM	Version: Highlighting Revision 2
CPE: MBLM/MBLM/0121	Flight: 12/30/19 - 3/29/20	Station: GHP
Agency: ASSEMBLY	Advertiser: Mike Bloomberg 2020, Inc	Market: Harrisburg-Lebanon
711 Third Avenue	Product: MIKE BLOOMBERG 2020 INC	Office: WASHINGTON
3rd Floor	Agency Order #: 90036	Service: Nielsen
NEW YORK, NY 10017	Buyer: MAUREEN SHREEMAN	Primary Demo: Adults 35+
	Salesperson: BRADLEY PHILIPPS 202-955-5342	Assistant: BRADLEY PHILIPPS2 202-955-5342
	Separation:	
		Con Type: POLITICAL/VOTE
		Total \$: \$22,750.00
		Total Spots: 24
		Total CPP: \$444.34
		Total GRP: 51.2
		Traffic #: 4223467

Special Instructions	
-----------------------------	--

Order Level Comments		
Date/Time	Added by	Comment
02/03/20 4:58 PM	BRADLEY PHILIPPS	revised office
01/29/20 4:42 PM	System	Notice Received.

Competitive Information	
Market Budget:	\$176,250
GHP Share:	4%
Comment:	
Unknown:	96%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	24	\$22,750.00	\$444.34	51.2
Total	100%	24	\$22,750.00	\$444.34	51.2

Monthly Summary		
Month	Spots	Dollars
2020-Jan	0	\$0.00
2020-Feb	24	\$22,750.00
2020-Mar	0	\$0.00
Total	24	\$22,750.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	2/6/20 8:54 AM	GOTOSTRATA\BPHILIPPS	Revised	11		\$13,500.00	\$22,750.00	Changes: Total \$ from \$9,250.00 to \$22,750.00, Total GRPs from 28.1 to 51.2, Total Spots from 13 to 24, Total CPP from \$329.18 to \$444.34. 16 buylines added or modified.
Makegood 1	2/4/20 10:20 AM	BRADLEY PHILIPPS	Confirmed	4	5	\$2,200.00	\$9,250.00	Changes: Total \$ from \$7,050.00 to \$9,250.00, Total Spots from 14 to 13, Total GRPs from 29.6 to 28.1, Total CPP from \$238.18 to \$329.18, Total GIMPs from 0 to 28, Total CPM from \$0.00 to \$329,181.49. 8 buylines added or modified.
Revision	2/3/20 4:58 PM	BRADLEY PHILIPPS	Confirmed			\$0	\$7,050.00	Changes: Origoffice Id to 105, Office from DETROIT to WASHINGTON, Comments from to revised office.
Queued for Electronic Contracting	1/29/20 4:14 PM					\$0	\$0	
New	1/29/20 3:40 PM	BRADLEY PHILIPPS	Confirmed	14		\$7,050.00	\$7,050.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
----------------------------------	---